What is claimed is:

1. A method for providing commercial information such as coupon, rebate, price-comparison, or product-review services and information, utilizing a toolbar within a network browser or system interface computing environment, comprising:

(a) receiving a request for said commercial information via said toolbar;

(b) automatically detecting information about a specific merchant and/or product from within the browser or interface environment;

(c) retrieving relevant stored information about the detected information; and

(d) displaying formatted information to the requesting entity.

2. A method as recited in claim 1, further including utilizing the toolbar in manner selected from the following list:

(a) as a built-in or integrated feature of a network browser or system interface;

(b) as a plug-in or expandable feature of a network browser or system interface;

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(c) as a button, linked or bookmarked feature of a network browser or
system interface.

3. A method as recited in claim 1, further comprising:

receiving personal, preference or usage information associated with the
requesting entity.

4. A method as recited in claim 3, further comprising:

providing or filtering services and information based on personal
information, preferences or usage.

5. A method as recited in claim 1, further comprising:

providing access to internal and external sources of such services and
information.

6. A method as recited in claim 1, further comprising:

utilizing the information and services in conjunction with a search engine
interface.

7. A method as recited in claim 1, further comprising:

an auto-activation and/or auto-fill function to automatically enter or transmit
coupon information to a merchant web site.

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8. A system for providing coupon, rebate, price-comparison, or product-review services and information utilizing a toolbar within a network browser or system interface, comprising:

> (a) means for receiving a request for such information;

> (b) means for automatically detecting a specific merchant and/or product from the browser or interface environment;

> (c) means for retrieving relevant stored information about the detected information;

> (d) means for displaying formatted information to the requesting entity.

9. A system as recited in claim 8, further including means for utilizing the toolbar:

> (a) as a built-in or integrated feature of a network browser or system interface;

> (b) as a plug-in or expandable feature of a network browser or system interface;

> (c) as a button, linked or bookmarked feature of a network browser or system interface.

10. A system as recited in claim 8, further comprising:

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means for receiving personal, preference or usage information associated with the requesting entity.

11. A system as recited in claim 10, further comprising:

means for providing or filtering services and information based on personal information, preferences or usage.

12. A system as recited in claim 8, further comprising:

means for providing access to internal and external sources of such services and information.

13. A system as recited in claim 8, further comprising:

means for utilizing the information and services in conjunction with a search engine interface.

14. A system as recited in claim 8, further comprising:

means for an auto-activation and/or auto-fill function to automatically enter or transmit coupon information to a merchant web site.

15. A computer program embodied on a computer readable medium for providing coupon, rebate, price-comparison, or product-review services and information utilizing a toolbar within a network browser or system interface, comprising:

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(a) a code segment for receiving a request for such information;

(b) a code segment for automatically detecting a specific merchant and/or product from the browser or interface environment;

(c) a code segment for retrieving relevant stored information about the detected information;

(d) a code segment for displaying formatted information to the requesting entity.

16. A computer program as recited in claim 15, further including a code segment for utilizing the toolbar:

(a) as a built-in or integrated feature of a network browser or system interface;

(b) as a plug-in or expandable feature of a network browser or system interface;

(c) as a button, linked or bookmarked feature of a network browser or system interface.

17. A computer program as recited in claim 15, further comprising:

a code segment for receiving personal, preference or usage information

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associated with the requesting entity.

18. A computer program as recited in claim 17, further comprising:

a code segment for providing or filtering services and information based on personal information, preferences or usage.

19. A computer program as recited in claim 15, further comprising:

a code segment for providing access to internal and external sources of such services and information.

20. A computer program as recited in claim 15, further comprising:

a code segment for utilizing the information and services in conjunction with a search engine interface.

21. A computer program as recited in claim 15, further comprising:

a code segment for an auto-activation and/or auto-fill function to automatically enter or transmit coupon information to a merchant web site.

22. A computer interface suitable for use as an Internet web browser, said computer interface comprising:

a coupon toolbar operable by a user of said Internet web browser; and

an autodetect process initiated by said coupon toolbar, said autodetect process responsive to a context of said Internet web browser at a time of initiation

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of said autodetect process to provide information related to an e-commerce transaction being considered by said user of said Internet web browser.

23. A computer interface as recited in claim 22, wherein said information related to said e-commerce transaction includes an electronic coupon for use by said user during said e-commerce transaction.

24. A computer interface as recited in claim 22, wherein said information related to said e-commerce transaction includes product information related to said e-commerce transaction.

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